



WHAT IS OPERATION ENGAGE?

A comprehensive approach that will target the top drug threat identified by the local DEA division while continuing to focus on drug trafficking, violence, and crime reduction. Each division will designate a city or region, identify its most challenging drug trend, and focus evidence-based drug use prevention and community outreach efforts to make a true and measurable difference in the community.

GOALS

- Identify and affect local drug threat enforcement priorities and drug use trends
- Support and contribute to local drug use prevention efforts
- Bridge public safety and public health efforts

OBJECTIVES

- **Connect** DEA field offices with the communities they serve
- **Leverage** DEA intelligence to build awareness of local drug threats
- **Raise awareness** of local drug threats and change attitudes to reduce drug misuse
- **Support** local drug-free community coalitions to aid impact and ensure lasting success

COMPREHENSIVE APPROACH

Each DEA office will collaborate with their local community stakeholders to implement drug use prevention and education strategies and activities. Our comprehensive approach will focus on the following:

1. Stakeholder Engagement
2. Adult/Community Engagement
3. Youth Engagement
4. Media Engagement
5. School Engagement
6. Workplace Engagement
7. Toolkit for Local Engagement

